

Message Text

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SUBJECT: FINAL REPORT - TECHNICAL SALES SEMINAR ON WATER

PURIFICATION, FEBRUARY 17-21, 1975

1. TECHNICAL SALES SEMINAR ON WATER PURIFICATION ("WATER-PURE 75"), HELD AT COMMERCIAL OFFICE FEBRUARY 17-21, WAS HIGHLY SUCCESSFUL IN TERMS OF SOVIET ATTENDANCE AND GENUINE TECHNICAL INTEREST. AMERICAN DELEGATION MEMBERS ALSO VERY PLEASED WITH OPPORTUNITY TO CARRY ON EXCHANGE WITH WIDE CROSS-SECTION OF TECHNICAL EXPERTS IN SOVIET WATER POLLUTION AREA. SHORT-RUN COMMERCIAL BENEFITS OF SEMINAR ARE MUCH LESS APPARENT, BUT ALL U.S. SALES REPS FELT THAT TECHNICAL SALES SEMINAR APPROACH WAS LOGICAL AND USEFUL ENTRÉE TO A POTENTIALLY LUCRATIVE MARKET.

2. AS NO EQUIPMENT INVOLVED IN SEMINAR, THERE WERE NO OFF-THE-FLOOR SALES. ONLY UNION CARBIDE AND MILLIPORE REPORTED EXPECTATION OF SALES IN 12-MONTH PERIOD AHEAD; UNION CARBIDE \$100,000 TO \$300,000 AND MILLIPORE \$20,000. (UNION CARBIDE FIGURE NOT FOR PUBLICATION.) COLERAPA REP SEES HIS FIRM'S BASIC SELLING PROBLEM AS ONE OF CONVINCING SOVIETS THAT THEY UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 02589 252138Z

NEED COLERAPA'S NEW TECHNOLOGY FOR HANDLING ACCUMULATED WASTES,

INCLUDING THOSE FROM POLLUTION-CONTROL DEVICES. UNION CARBIDE, ON THE OTHER HAND, BELIEVES IT IS IN DIRECT COMPETITION WITH AN ALREADY-EXISTING SOVIET SYSTEM COMPARABLE TO UNION CARBIDE'S UNOX OXYGEN-ACTIVATED SLUDGE PROCESS. MILLIPORE OPTIMISTIC THAT THERE IS VERY LARGE MARKET FOR ITS MICRO-BIOLOGICAL ANALYSIS EQUIPMENT, AND REP HAS REMAINED IN MOSCOW AN EXTRA WEEK TO FOLLOW UP LEADS OBTAINED. KOPPERS REPORTED CONSIDERABLE SOVIET INTEREST IN THE TECHNOLOGY FOR ITS AUTOMATIC BACKWASH FILTER UNITS.

3. TOTAL ATTENDANCE AT SEVEN SESSIONS TUESDAY-THURSDAY WAS 460, BROKEN DOWN AS FOLLOWS: DR. TAYLOR (NBS)-95; COLERAPA-75; KOPPERS-70; CALGON-55; UNION CARBIDE-50; MILLIPORE-65; AND DOW CHEMICAL-50. ABOUT 50 SOVIETS ATTENDED RECEPTION/BUFFET FEBRUARY 17. INVITATIONS TO SEMINAR WERE HANDLED BY THE MAIN ADMINISTRATION FOR HYDROMETEOROLOGICAL SERVICES OF USSR (HYDROMET), WHICH DID EXCELLENT JOB OF ATTRACTING EXPERTS FROM 12 SOVIET ORGANIZATIONS, INCLUDING: MINISTRIES FOR LAND RECLAMATION AND WATER RESOURCES, PULP AND PAPER INDUSTRY, CHEMICAL INDUSTRY, OIL REFINING AND PETROCHEMICAL INDUSTRY, POWER AND ELECTRIFICATION, AND INSTRUMENT MAKING, AUTOMATION EQUIPMENT, AND CONTROL SYSTEMS; INSTITUTES UNDER STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY, HYDROMET, STATE COMMITTEE ON CONSTRUCTION (GOSSTROY), AND STATE COMMITTEE ON STANDARDS; AND THE RSRSR MINISTRY OF MUNICIPAL SERVICES. HYDROMET'S DIRECTOR, YU.A. IZRAEL, HOSTED COCKTAIL FOR AMERICAN DELEGATION FOLLOWING LAST LECTURE, AND U.S.-HOSTED DINNER WAS ATTENDED BY INTER ALIA DR. IZRAEL AND DEPUTY MINISTER OF LAND RECLAMATION AND WATER RESOURCES SHTEPKA. ON FEBRUARY 21 HYDROMET ORGANIZED VISITS TO KURYANSKIY WATER PURIFICATION STATION (LARGEST IN SOVIET UNION) AND INSTITUTE OF WATER MANAGEMENT, HYDROLOGIC STRUCTURES, SEWAGE, AND HYDRO-TECHNOLOGY.

4. HYDROMET ALSO ARRANGED GROUP MEETINGS FOR DELEGATION AT FOREIGN TRADE ORGANIZATIONS TEKMASHIMPORT, MASHPRIBORINTORG, AND LITSENZINTORG. THIS WAS PROBABLY WEAKEST PART OF PROGRAM, REFLECTING (A) HYDROMET'S LACK OF EXPERTISE ON COMMERCIAL SIDE AND (B) INAPPROPRIATENESS OF GROUP MEETINGS AT FTO'S. IN FUTURE COMMOFF WILL ARRANGE THESE MEETINGS ON INDIVIDUAL BASIS.

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PAGE 03 MOSCOW 02589 252138Z

5. DELEGATION MEMBERS EXPRESSED DISSATISFACTION WITH INABILITY TO OBTAIN TIMELY INFO IN WASHINGTON ON SEMINAR, SUCH AS FORMAT, MEMBERSHIP, LECTURE SCHEDULE. (SEVERAL WERE TOLD THEY WOULD HAVE ONLY TWENTY MINUTES EACH FOR FULL PRESENTATION, WHEREAS WE ALLOT MINIMUM OF 90 MINUTES PER SPEAKER, AND WHERE Q AND A WARRANTS, WE CARRY ON FOR OVER TWO HOURS.) IT WOULD ALSO BE VERY USEFUL IF IMPORTANCE OF BROCHURES WAS EMPHASIZED

IN WASHINGTON; MOST RAN OUT OF COMPANY LITERATURE BY END OF WEEK -- SOME AT BEGINNING. ALL SHOULD BE REMINDED TO BRING HOARDS OF BUSINESS CARDS; AGAIN, TWO REPS RAN OUT. COMMERCIAL OFFICE ALSO WISHES TO RESTATE INDESPENSIBILITY FOR SOVIET SEMINARS OF RECEIVING COMPLETE ENGLISH TEXT OF LECTURE IN ADVANCE. ABSTRACTS DO NOT GIVE INTERPRETERS SUFFICIENT CHANCE TO FAMILIARIZE THEMSELVES WITH LECTURE. DELIVERY OF TEXT TO BEWT/TPD IN SUFFICIENT TIME FOR POUCHING TO MOSCOW SHOULD BE PREREQUISITE FOR PARTICIPATION. (COMMERCIAL OFFICE RECOGNIZES THAT VERY LATE SOVIET RESPONSE TO U.S. SUGGESTIONS ON THEMES WAS A PRINCIPAL FACTOR IN DELAYING ORGANIZATION OF PROGRAM.)

6. USE OF ADVANCE MAN FOR WATER-PURE 75 PROVIDES ANOTHER OPPORTUNITY TO EVALUATE NEED FOR ADVANCING SEMINARS AND TRADE MISSIONS. COMMOFF BELIEVES THAT WITH ITS AUGMENTED STAFF IT CAN HANDLE ALL ADMINISTRATIVE REQUIREMENTS AT THIS END WITHOUT WASHINGTON ADVANCE MAN. IF ADVANCE MAN CONSIDERED NECESSARY BY USDOC, HE SHOULD BE SPECIALIST IN FIELD AND BE PREPARED TO RETURN WITH MISSION OR HIS VALUE IS CONSIDERABLY REDUCED. BRIEFING OF DELEGATION AT EWTC VIENNA PRIOR TO ARRIVAL AT EE POSTS AND MOSCOW CAN BE HELPFUL, AND SEVERAL MEMBERS WATER-PURE GROUP COMMENTED ON VALUE OF THEIR BRIEFING THERE.

7. EXHIBITOR'S REPORTS BEING FORWARDED TO USDOC/TPD/UNKOVIC. CALGON REP DID NOT SUBMIT COMPLETED DIB-411P BUT PROMISED TO MAIL IT FROM GENEVA. WILL FORWARD HIS FORM SEPARATELY UPON RECEIPT. BUDGET BALANCES WILL BE FORWARDED TO BIC/OIM/SAD.
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